



FMPP Final Performance Report

Report Number/Period: *Final report (10/1/14-3/31/15)*
Date: June 29, 2015
Contact: Amy Stork, 509-997-3300, astork@twispworks.org
Recipient Name: Twisp Public Development Authority (aka TwispWorks)
Project Title: Made in the Methow: A Collaborative Marketing Campaign
Grant Number: 12-25-G-1648
Project Location: Twisp, Washington
Total Awarded Budget: \$40,916

1) Objectives:

- a. Increase awareness of Methow-grown products and farms locally. (All activities listed below)
- b. Increase awareness of Methow-grown products and farms regionally. (All activities listed below)
- c. Increase the capacity of local farmers and ranchers to effectively market their products. (Activity B)

2) Summary of Activities

Activity A: Develop collaborative marketing campaign to promote Methow Valley agricultural products.

In Year 2 of the grant (2014), we:

- Recruited new producers and expanded to include producers of arts & crafts materials.
- Produced stickers; used shelf talkers and other marketing materials left from 2013.
- Placed web ads and Facebook ads.
- Placed radio advertising.
- Updated the website www.MethowMade.com.
- Increased the Facebook presence for Methow Made.
- Started Twitter and Instagram presence for Methow Made.
- Worked with Methow Valley News to print and distribute 8,000 copies of "Made in the Methow" supplement in spring 2014
- Placed print ads in MVSTA Trails Magazine and Methow Arts magazines.
- Hosted a Harvest Dinner event for 250 people.
- Launched an initiative to encourage holiday purchasing through a "gift basket" program of Methow Made products, and through tasting events at retail partner locations throughout the holiday season 2014.

Activity B: Provide marketing assistance to producers

- Worked with participating producers to create website content, social media content and provide general marketing assistance.
- Created custom profiles and professional photography for each producer that can be used through Methow Made website and by the producers themselves.

Activity C: Outreach to retailers to encourage placement of Methow branding and products

- Methow Made displays were placed with 9 local retailers in 2013. In 2014 we placed an additional 4 displays with new retailers in the area, for a total of 13 existing displays.
- Based on the feasibility study conducted in 2013, we did not pursue the strategy for placement of displays with regional retailers due to lack of feasibility with those retailers.

3) Performance:

2013 data was collected from an online survey and is probably more accurate. 2014 data was collected at an event where the audience may have been more likely to reside in the Methow Valley, thus skewing the results.

Activity A: Develop collaborative marketing campaign to promote Methow Valley ag products.

Are any Methow made/grown products available at the grocery store where you most frequently shop?	2013	2014
	N=94	N=36
Yes	45%	89%
No	32%	6%
Don't Know	23%	6%

How do you identify which products are made in the Methow Valley?	2013	2014
	N=71	N=35
Recognize the Methow Made labels or logo	69%	66%
Local Knowledge	32%	20%

How often do you purchase one or more Methow Made products?	2013	2014
	N=75	N=36
Weekly	8%	39%
Monthly	15%	36%
A few times a year	8%	14%
Rarely/Never	39%	8%

Has Methow Made made it easier for you to identify locally made products?	2013	2014
	N=76	N=36

Yes	65%	83%
No	11%	3%
Don't know	25%	11%

Results/Accomplishments

- Recruited 20 new producers and expanded the program to include producers of arts & crafts materials.
- Increased the Facebook presence for Methow Made from 400 “likes” as of November 1, 2013 to 1239 likes as of June 29, 2015.
- 72% of Facebook fans are women. 71% do not live in the Methow Valley or surrounding Okanogan County, most in the Seattle/Bellingham area or the Spokane area.
- Started Twitter and Instagram presence for Methow Made.
- Worked with Methow Valley News to print and distribute 8,000 copies of “Made in the Methow” supplement
- Placed print ads in MVSTA Trails Magazine and Methow Arts magazines.
- Hosted a Harvest Dinner event for 250 people.
- Ran a holiday giving campaign that resulted in the most ever social media interactions for Methow Made

Accomplishments are meeting the goals as described in the project proposal. The timeline was extended to 2 years because the initial process of stakeholder involvement took longer than planned, and because we were able to stretch the marketing budget to a second year.

Activity B: Provide marketing assistance to producers

Producer survey responses 2013			
N=22	Yes	No	Don't know
Increased general awareness of local products	55%		45%
Increased awareness of my products	55%		45%
Increased sales of my products	37%	23%	41%
Improved your web/social media or customer connection	38%	29%	33%
Increased customer awareness among locals	41%	18%	41%
Increased customer awareness among visitors	59%		41%
Place any products in new retail locations	24%	76%	
Add new products to existing locations	29%	71%	

Results/Accomplishments

- In 2015, 46 producers have signed up to participate in the campaign.
- Evaluation responses above indicate some of the challenges of gauging success, but at least they do gauge perception of success.

Activity C: Outreach to retailers to encourage placement of Methow branding and products

Have you seen Methow made displays in retail locations?	2013	2014
	N=79	N=36
Yes	53%	94%
No	42%	6%
Don't know/no response	5%	3%
Named a specific store	34%	75%

Results/Accomplishments

- 13 local retailers are currently carrying stand alone product displays and using shelf talkers. This exceeded our goal.
- A group of MBA students from Seattle University examined the potential of online and Seattle-area farmers market distribution. They concluded that this distribution was not a cost effective or feasible for profit endeavor, and would require a minimum subsidy of \$40,000 a year to start and \$20,000 a year after 5 years.

4) **Problems and Delays:** Note unexpected delays or problems for each activity. Explain what the organization did to resolve or address these issues.

Activity A:

- No delays or problems.

Activity B:

- No delays or problems.

Activity C:

- No delays or problems.

5) **Financial Summary:** Total amount spent during reporting period.

October, 2014-March 2015: \$4,524

October 2012-March 2015: \$40,915.60 including \$3,719.60 indirect costs